

2008 Society of Professional Journalists Mark of Excellence Award Winner

CSU-PUEBLO TODAY 2009-2010 ADVERTISING RATE CARD #6

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Web site: www.csupueblotoday.com

Publisher: Mass Communications Department & Center for New Media, Jennifer Mullen, Chair

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NEWS ROOM: 549-2847; ADVERTISING: 549-2812

The CSU-Pueblo TODAY online newspaper (www.csupueblotoday.com) is published daily throughout the academic year, excluding vacation and final test periods at www.csupueblotoday.com

Circulation: Approximately 5,000 (5,000 average ad views per week in 2008-09).

The CSU-Pueblo TODAY magazine is published quarterly throughout the year (September - fall issue, November - winter issue, March - spring issue, April - summer issue). Circulation: 3,000.

Distribution: campus-wide with additional distribution to Pueblo-area businesses and high schools.

2009-10 FALL/SPRING RUN DATES FOR ONLINE PUBLICATION: daily, excluding vacation and final test periods, with weekly e-mail headlines distribution service to campus community (approximate circulation of 5,000).

2009-10 FALL/SPRING RUN DATES FOR PRINT PUBLICATION: Sept. 21, Nov. 20, March 1, April 30

MAILING ADDRESS: TODAY Advertising, CSU-Pueblo, 2200 Bonforte Blvd. A/M 118, Pueblo, CO 81001-4901

PRINTER: Publication Printers Corp., 2001 S. Platte River Dr., Denver, CO 80223, (303) 936-0303

POLICY INFORMATION

The rates published in this schedule apply to all TODAY advertisers and are effective from Aug. 1, 2009, through July 31, 2010. The rate card and contract are each a part of the other.

Advertisement Content: TODAY reserves the right to reject any advertisement it deems objectionable or that contains a message which violates Colorado state laws. No ads promoting, advocating or selling term papers, term paper catalogs, sexual services or containing sexually explicit materials will be accepted for publication. Companies advertising personal products or services should submit a sample of advertising copy before ordering advertising space. Advertising that simulates editorial content in a "news format" must carry the full word "advertisement" at the top of the ad and have a distinct border.

Contractual Obligations: Advertising contracts are binding between the newspaper and the advertiser in good faith under statutes of the State of Colorado, City and County of Pueblo. Special RPO units may not be split to increase the discount. Space contracted but not used will be billed accordingly if the cancellation policy is not met. The advertising manager must approve cancellations of advertising space.

Errors: TODAY will not be responsible for typographical errors except to cancel charges on that portion of the ad as may have been rendered valueless by such error. TODAY is not liable for the error if the approved proof contains the error or if a proof requisite has been waived. Electronic-ready materials submitted by outside parties must be of correct dimensions, reproducible and intact to avoid any errors during the publication or printing process. Claims for adjustment of errors must be made within 30 days of publication date of said error. "Make goods" are permitted at the discretion of the advertising manager, advertising instructor and/or faculty adviser.

Rate Qualification: Local advertisers are defined as businesses and organizations operating within the state of Colorado and are subject to local open rates and discounts. Advertisers doing business outside the state of Colorado will be billed at the national column inch rate unless a local outlet arranges advertising. Full payment must accompany out-of-state orders unless the company is a recognized advertiser in good standing with TODAY. CSU-Pueblo campus rates are reserved for on-campus, recognized entities of the University.

ONLINE AD RATES

Full banner ads (468 x 60 pixels)
National Open Rate: \$225/month
Local/State Open Rate: \$175/month
CSU-Pueblo Campus Rate: \$100/month
Button ads (120 x 90 pixels)
National Open Rate: \$130/month
Local/State Open Rate: \$90/month
CSU-Pueblo Campus Rate: \$50/month

PRINT AD RATES

National Open Rate: \$25/column inch
Local/State Open Rate: \$20/column inch
CSU-Pueblo Campus Rate: \$16/column inch

	NATIONAL	LOCAL	CAMPUS
Full Page (30 column inches)	\$750	\$600	\$480
One-Half Page* (15 column inches)	\$375	\$300	\$240

COLOR RATES

Spot color is available for advertisements reserved on the news magazine back cover. Color ad space is reserved on a first-come, first-served basis.

Option #1 – Black + 1 color - \$100

Option #2 – Black + 2 colors - \$200

Option #3 – Black + 4 color/full process - \$400

For color availability, consult your TODAY representative. (See closing schedules.)

CLASSIFIED/PREPRINT RATES

Ads in the news magazine's classified section are 25 cents per word (\$5 minimum). All classified advertisements must meet cash-only guidelines and prepayment must accompany order two weeks prior to publication. Publication dates are Sept. 21, Nov. 20, March 1, April 30.

INSERTS

Preprinted inserts are acceptable at \$150 per 1,000 (3,000 minimum). Inserts must be delivered directly to the printer upon contractual agreement. Please obtain an Insert Notice from your advertising representative before shipping inserts to the printer. Size requirements: minimum 3 columns x 5 inches; maximum 8 1/2 x 11 inches.

SPECIAL CLASSIFICATION RATES

Not-for-Profit Organization: Churches, charities, etc. Campus rates apply.

Political Advertising: Candidates for local office in our market area and issues concerning only the populace in our market area. Prepayment is required on all political advertisements.

Guaranteed Position: \$10 or 10 percent, whichever is greater.

A 15 percent commission is given to recognized agencies or by agreement with national representatives. Although page rates are not generally commissionable, agency commission may apply on bona-fide orders. Please request additional agency proposal information from the national ad director.

TODAY issues invoices on Monday. Invoices are distributed with proof of publication. Advertiser requests for tearsheets will be honored or so stated on the contract agreement.

Balances are due within 30 days of the billing date. Balances 90 days past due are subject to state fiscal rules and must be submitted for collection. No other advertising will be accepted until the balance is paid. All payments for advertising space should be made to the CSU-Pueblo TODAY upon receipt of invoice and tearsheets.

TODAY provides strategic composition and makeup services without charge to the advertiser.

TODAY is formatted according to accepted Standard Advertising Units. Electronic-ready copy will be fitted to the closest column and depth, and billed accordingly.

One proof of TODAY ads will be provided upon request if in accordance with closing schedules and/or by arrangement. Additional changes to copy/design after the first proof will be at the discretion of the faculty adviser.

CLOSING SCHEDULES

Space Deadline: one week prior to requested online publication date; one month prior to requested print publication date

Copy Deadline: 48 hours prior to requested online publication date; three weeks prior to requested print publication date

Electronic-ready Copy Deadline: 24 hours prior to requested online publication date; two weeks prior to requested print publication date

Proof Deadline: 24 hours prior to requested online publication date; two weeks prior to print publication.

Spot Color Order Deadline: One week prior to requested online publication date; three weeks prior to requested print publication date.

Pre-Printed Inserts: Orders must be made one month prior to print publication. Receipt by noon two weeks prior to publication. (Please obtain an Insert Notice from your advertising representative before shipping the insert to the printer.)

ROP DEPTH REQUIREMENTS

Minimum Space Buy: 2 column inches (1 column x 2")

Maximum Space Buy (without being charged for full page): 24 column inches. (See mechanical specification for size information.)

MECHANICAL SPECIFICATIONS

Column inch (width) by inches (height)

Full Page: 3 by 10 (30 column inches)

Half Page*: 3 by 5 (15 column inches)

*Half Page ads are only available in horizontal layout

AD WIDTH

1 column

2 columns

3 columns

Gutters: 1 pica

Printing method: Web

INCHES

2 1/4

5

7 1/2